

# Application Summary Sheet

Form A

ARIZONA COMMISSION ON THE ARTS

Applicant: **Arizona Jewish Theatre Co**  
Project Dir. Janet Arnold  
Phone: (602) 264-0402  
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E-Mail: Janet@azjewishtheatre.org  
Website: www.azjewishtheatre.org

Application Number: **193-05**

Category: **THEATRE**

Project Title: Dreams in the Golden Country

Address: 444 W. Camelback Rd. , Phoenix, AZ 85013  
County: Maricopa

Discipline: 04  
Project Discipline: 04  
Activity Type: 05  
Legislative Dist: 015  
Congressional Dist: 004

Authorizing Official: Janet Arnold

Applied Last Year: ☒ Yes

## REQUEST

Total ACA Grant Requested: \$3,000

Grant Amount Recommended: \$2,100

Previous Years Funded: ☒ FY2004  
☒ FY2003  
☒ FY2002

Rank: M

Other applications from this organization: 194-05 GOS III

Supplemental Materials: ☐ Slides ☐ CDs/Tapes ☐ Season Brochure ☐ Other:  
☐ Photos ☐ Video ☐ News Clippings

## Panel Comments:

Arizona Jewish Theatre Co, 193-05, Dreams in the Golden Country

Special and unusual: yes

### Strengths:

F - 21st c learning grant.

J - Long history.

Stick to their mission.

First time touring.

Strong artistic quality and creativity.

AJT is jumping on an opportunity that the Kennedy Center is initiating.

Sounds as though this is an experiment.

Are trying to spread a Jewish theatre perspective far and wide.

Well respected in the community.

Very professional.

Resourceful.

Committed to this project.

Worthy project in that it spreads new ideas.

Trying new things.

Schools will see a production done well.

Showing increases in certain areas of the budget, are also committing to some artistic and staffing payment.

### Weaknesses:

J - Would be better if they did not go to the schools in May, suggest a program for the fall.

Might be better if the schools approached the Commission for funding for this.

Lofty and unrealistic goals for children's attendance.

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ARIZONA COMMISSION ON THE ARTS

They are leaving things too late - hiring a tour booker at the last moment. How can you book schools during the summer?

Don't seem to know much about touring logistics.

Profits are decreasing.

Are they collaborating with the Historical Society or the Jewish Historical Society?





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**SPECIAL OR UNUSUAL STATEMENT  
*DREAMS IN THE GOLDEN COUNTRY*  
PROJECT GRANT  
2004-05**

The Arizona Jewish Theatre Company is proposing funding for the play, *Dreams in the Golden Country*, which would tour to schools. While the company has been producing plays for 16 years, we have never produced a touring show. This particular play is meant as an educational tool for 6<sup>th</sup> graders, and has already been linked to Educational Standards. This will be the first time we are producing a play with such a specific educational base.

We feel fortunate to have received the rights to produce this play. The Kennedy Center is planning a national tour with the show, but there are no Arizona stops scheduled. Therefore, they are graciously allowing us to produce it. We are particularly excited to present this play during the 350<sup>th</sup> Anniversary year of Jewish settlement in America.

This would be a project outside of the scope of our usually-planned season, yet very much in keeping with our mission of presenting works with a Jewish perspective.

Doing a touring presentation would broaden our visibility in the general community. In addition, while our children's programming has always had a strong educational base artistically, this play would reach out even further and encompass educational subject matter as well.

This play would expose the audience to the trials and joys of the Jewish American immigrant at the turn-of-the last century. We would anticipate that the public performances would make perfect family outings, and that by bringing the production directly to the schools, we would be able to reach many children who otherwise would have no exposure to this historical time.

**Board of Directors**

Aaron Kurasch - Susan Combe - Charles Friedman  
Harvey Friedman - M. Joyce Geyser - Mike Loebel  
Merv Lustig - Pearle Marr - Sandra Price  
Rae Rader - Charles St. Clair  
Marty Shultz - Judy Solomon - Helen Stern

**Producing Director**  
Janet Arnold

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## **ARIZONA JEWISH THEATRE COMPANY, INC.**

**Janet Arnold – 602/264-0402**

**Dreams in the Golden Country**

**August 1, 2004 – May 1, 2005**

**To celebrate the 350<sup>th</sup> Anniversary of Jewish settlement in America, AJTC proposes to produce “Dreams in the Golden Country” for public and school performances.**

The Arizona Jewish Theatre Company was founded in 1988 to enhance Jewish culture and to educate and enlighten the general population about the Jewish perspective. In keeping with this mission, we propose to produce the play, “Dreams in the Golden Country.” This play, commissioned by the Kennedy Center in Washington D.C., is based on the Scholastic book by the same title, and deals with the immigrant experience of Jews at the turn of the last century. We would open the play at the Arizona Historical Museum and at our theatre, Playhouse on the Park, and then tour it to schools, with a target audience of 5<sup>th</sup> and 6<sup>th</sup> grade students. We would also provide a detailed study guide for teachers and students. Funds from the Arizona Commission would be used to help offset costs for the Director, designers and actors. Gene Ganssle has agreed to direct the project. We would anticipate 3 or 4 public performances and approximately 15 school performances.

### **Guest Artist**

Gene Ganssle has worked with us for 7 years in a number of capacities. He has been an Equity Actor in our mainstage plays, has created sound designs for us, has served as technical director for our children’s camps, has directed some children’s plays for us, and is currently one of our Teaching Artists under our 21<sup>st</sup> Century Community Learning Grant. He has proven himself to be dedicated, reliable, creative and talented in all areas. (See resume attached). Because he has done so much work with young people, Gene has the insight not only to make the play an artistic success, but also to give it that special touch which will make it appeal to young audiences. He is well-respected in the theatre community as an actor and director and will be able to attract talented actors.

### **Planning and Communication**

We are fortunate to have an ASU intern available to us through May to help set up the organizational plan. Lise Koeppel is an MFA candidate in the Theatre for Young Audiences program at ASU, and has a background in touring shows. She will make the preliminary contact with various schools and organizations to set up a schedule of performances. If we are successful in receiving funding, we would then hire Lise to continue with the program through the summer and fall. Janet Arnold is working with Ben Tyler to set up an opening show at the Arizona Historical Museum. We have already applied to Salt River Project and to the Jewish Community Foundation for additional funding, but will not hear back for awhile as to their available participation.

### **Artistic Goals**

As with everything we do, we expect this show to be of the highest artistic standards. As one of the few local Equity (professional) companies in town, we have access to the best actors and designers in the Valley. This project will enable us to employ additional artisans in these areas. It also allows us to reach out to new demographics, both in terms of geography and age. And of course, it helps to diversify the audience we reach to an even greater extent. The play couldn’t be more appropriate for our company, as it highlights the Jewish experience through the magic of live theatre. In addition, our extensive children’s programming has always had a strong educational foundation, and this play has already been linked to all of the current educational standards. Our long-term goals include more outreach to the general community, and this play will help us to reach that goal.

**ARIZONA JEWISH THEATRE CO., INC.**  
**DREAMS IN THE GOLDEN COUNTRY – Page 2**

**II. Ability of project to serve the needs of the community**

AJTC currently serves a variety of populations. Our main stage productions play to approximately 9-10,000 adults from around the Valley. The majority of these are seniors. Our children's plays reach an audience of about 2,000 patrons, the majority of whom are children. In addition, our camps and classes reach another 150 or more students per year. We would guess that about 80% of our adult audiences are Jewish; and that about 60-70% of our camp participants and children's audiences are Jewish. We believe we could reach approximately 1000 people in public performances and an additional 3,000 students or more through 10-15 school performances. Should there be a greater demand, we can increase the number of school performances.

We would promote the show to the general as well as Jewish audience, and would offer it specifically to Christian and Catholic schools as well as public and Jewish schools, which would help to increase the diversity of the audience. Through our work with the 21<sup>st</sup> Century Community Learning Grant, we are already involved with the Phoenix Elementary District, which is nearly 100% ethnic minorities. We would contact the schools directly to arrange performances as schools in this district.

The play has a comprehensive study guide, created by the Kennedy Center, to accompany the performances. The guide is geared to 5<sup>th</sup> and 6<sup>th</sup> graders.

Presenting this play gives us the opportunity to educate the general population about some of the roles of the Jewish population in the formation of modern America. Education is the leading factor in helping to stem hatred or distrust among different cultures.



We will promote the project by:

1. Identifying and contacting potential schools
2. Sending written information, including a sample study guide
3. For public performances, we will use our existing extensive e-mail and regular mailing lists for direct mail pieces.
4. Sending production information to our media list.
5. Partnering with other organizations celebrating the 350<sup>th</sup> Anniversary of Jewish settlement; i.e. Sylvia Plotkin Judaica Museum; Arizona Jewish Historical Society, etc. They are happy to distribute information to their members and visitors on our behalf.

**III. Managerial/administrative ability**

AJTC has been producing plays since 1988, with founder Janet Arnold at the helm. Over these 16 years, the company has grown from a small, community theatre to become one of only 4 locally-run professional theatres in the Valley. Janet will over-see this project.

Our measures of success will be in determined in the number of schools/individuals we are able to reach, and also the feedback we receive from teachers and students. We will include an evaluation sheet for teachers to be completed after they have viewed the production. The responses we get from this production will help us to determine whether or not we can do this type of programming in the future.

#### IV. HISTORY/MISSION

The Arizona Jewish Theatre Company was founded by Janet Arnold in 1988 to preserve and enhance Jewish culture, by producing quality plays which reflect the Jewish experience through the magic of theatre. It serves as both a source of education and awareness to the general community, as well as a source of pride to the Jewish community. Through the preservation of the rich body of Jewish theatrical literature as well as the encouragement of new works, AJTC adds an important ethnic component to the colorful Arizona landscape. Curtain Call, the children's arm of the company, began in 1989, and continues to provide classes and camps for large numbers of children from diverse backgrounds. In 2000, Curtain Call expanded to include two Valley wide productions during the school year by and for young actors. In 2002, we added a summer teen program as well as "All Rights Reserved," an on-going teen improvisational troupe. In 2003, AJTC received a 21<sup>st</sup> Century Community Learning Grant to provide after-school theatre classes to at-risk 5<sup>th</sup> graders in the Phoenix Elementary School District.

A member of the International Association for Jewish Theatre and the Arizona Theatre Alliance, AJTC was the recipient of the 1991 Belle Latchman Community Service award, presented by the Jewish Federation of Greater Phoenix. In 1994, the Company received the B'nai B'rith Women's Humanitarian Award for the work it does in bridging gaps of multi-cultural understanding, through the subject matter of its plays as well as the diversity of its casts, crews and audiences. In 2000, AJTC again received the Belle Latchman award, this time for its *Dear Esther* School Project, which brought nearly 1500 school children in to see and discuss this historical play dealing with the Holocaust. Janet Arnold, the company's founder and Producing Director was named Creative Artist of the Year by the YWCA as part of its Tribute to Women - 2001. The award is given to community leaders who help to empower women and eliminate racism.

From previous projects, such as school performances for our mainstage shows, we have learned that there is a great deal of interest in Jewish culture and history in the non-Jewish world. For example, when we offered school performances for *The Chosen* (based on the book by Chaim Potok), one entire performance was sold out to All-Saints Episcopal School; and others came from Christian and public schools. Similarly, when we produced a Holocaust related show, *Dear Esther*, the overwhelming majority of students came from public and Christian parochial schools.

List of previous, current and projected year's arts programming attached.

# Project Budget

Outline below the budget for the specific project described in this application. Itemize expenses in each category. Refer to the Glossary for explanation of terms. Please round numbers to the nearest dollar. *This form automatically calculates totals; the "0"s will change to totals once you've entered your figures. Tab through entire form to get accurate totals.*

EXPENSES		Cash Income (Revenue + Support) Revenue (earned income - cash only)	
Expenses (cash only)			
1. Salaried Personnel/Staff		9. Admissions	\$ 8,000
a) Administrative # of staff <u>1</u>	\$ 1,000	Public performance	
b) Artistic # of staff	\$	School performances @\$350	
c) Technical/Prod # of staff	\$		
2. Contracted Services		10. Contracted Services	\$
a) Artists	\$ 10,000		
Director			
Designers (light, sound, set, costumes, props)		11. Other Revenue	\$
Actors			
b) Consultants/Other Experts	\$	Support (contributed income)	
		12. Corporate Contributions	\$ 3,000
		SRP - app. pending	
3. Production Expenses	\$ 5,000		
set, lights, sound, props, costumes		13. Foundation Grants	\$ 5,000
Royalties		Jewish Comm. Foundation-	
		app. pending	
4. Space Rental	\$ 2,000		
Rehearsal & performance		14. Other Private Contributions	\$
5. Travel	\$	Government Support	
		a) Federal	\$
6. Marketing/Promotion	\$ 2,000	b) Regional	\$
		c) State (do not include this request)	\$
		d) County	\$
		e) City	\$
7. Remaining Operating Expenses	\$ 2,000	Total Government Support	\$ 0
van rentals		16. Applicant Cash	\$ 3,000
Study Guides		17. Cash Income Without Grant	\$ 19,000
		(Total items 9 thru 16)	
		18. Grant Amount Request	\$ 3,000
8. Total Cash Expenses	\$ 22,000	19. Total Cash Income	\$ 22,000
(Total Items 1 thru 7)		(Total Items 17 and 18)	

NOTE: CASH EXPENSES MUST EQUAL CASH INCOME